

Implementation of the Street Vendor Regulation Policy in the Sungai Durian Market Area Sintang District

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Abstract

The implementation of the policy for managing street vendors is regulated based on regional regulations regarding the determination of the regional spatial plan for Sintan City, the prohibition on building buildings on Wirapati Street, the Durian River terminal, Brigjen Katamso Street on the edge of the Kapuas River, and Colonel Sugiono Street; regarding fees for constructing buildings; and regarding the prohibition on selling outside of places such as sidewalks and sides of main roads in the Sintang District area. The policy for regulating street vendors, among other things, stipulates that every street vendor is required to have a location use permit and an identity card from the Regent or an appointed official, and every street vendor is prohibited from carrying out business activities in places outside the designated location. Based on data from the Office of Industry, Trade, Cooperatives and SMEs from 2014 to 2020, the number of street vendors recorded in Sintang District was 390 people, of which 290 people were in places that were not the designated locations and 100 people were in the locations that had been provided. The conclusion on the policy aspect can be said that at the implementation level, it was considered a failure because it did not receive support from street vendors. Then the implementor must have responsibility and commitment to implement the PKL structuring policy well in accordance with the policy achievement targets. Experience in structuring street vendors, whatever the bitterness in relation to economic growth, is a positive input to improve the ability to enforce legal order. The suggestions conveyed require coordination, availability of resources to support action in the field, equal treatment of target groups in structuring, and the need for a socialisation strategy for PKL structuring policies.

Keywords: Implementation, Policy, Arrangement, Traders

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1. Introduction

Regional Regulation Number 5 of 1998 concerning Determination of the Regional Spatial Plan for the City of Sintang for 2001-2010, which was followed up by the Decree of the Regent of Sintang Number: 623/1579/Tapem.A/2002 concerning the Prohibition of Building Buildings on Roads and the Decree of the Chairman of the Sintang Regency DPRD Number 623/28/DPRD/2003 concerning Security of Tembesuk Village Park Kapuas Kanan Hulu, Sintang District for Street Vendors. The development of the growth of street vendors, as stated previously, shows that street vendors no longer pay attention to regional regulations regarding the determination of the Regional Spatial Plan for Sintang City and provisions regarding the prohibition of erecting buildings on Wirapati Road, Tembesuk Park, Durian River Terminal, Brigadier General Katamso Street on the banks of the Kapuas River, and Colonel Sugiono Street. In the policy aspect, it can be said that at the implementation level, it was considered a failure because it did not receive support from street vendors. The growth or development of street vendors continues to increase, especially on Brigadier General Katamso Street on the banks of the Kapuas River, and Colonel Sugiono Street. PKL fruit sellers and Jalan Wirapati Taman Tembesuk now have houses and shops and street vendors standing at the River Durian terminal. The provisions for managing street vendors are based on Sintang Regency Regional Regulation Number 9 of 2011 concerning the Management of Street Vendors (PKL). The regulation of street vendors has also been followed up with Sintang Regency Regional Regulation Number 5 of 1999 concerning Building Construction Fees. Then the Sintang Regent's Announcement Letter Number 510/2821/perindak/2017 regarding the prohibition of selling not in places such as sidewalks and main roads in the Sintang District area. In Regional Regulation Number 9 of 2011 concerning Street Vendors, among other things, it is regulated that every street vendor is required to have a location use permit and an identity card from the Regent or an appointed official, and every street vendor is prohibited from carrying out business activities in places outside the designated location. Based on data from the

Office of Industry, Trade, Cooperatives and SMEs from 2014 to 2020, the number of street vendors recorded in Sintang District was 390 people, of which 290 people were in places that were not designated locations and 100 people were in locations provided by the Sintang Regency Government.

Arrangement of street vendors to overcome urban spatial chaos and avoid traffic jams on the road as well as ensuring the cleanliness of waste on the Kapuas riverbank route, Brigadier General Katamso Street. Arrangements were carried out by the government in the form of demolition, relocation and providing facilities for street vendors (PKL). The growth of street vendors at Sungai Durian Market in areas such as Brigadier General Katamso Street and Wirapati Street, Tembesuk Park (now with houses and shops standing) and Colonel Sugiono Street is quite high, which is marked by the establishment of business buildings such as food and drink traders, used clothes, fruit sellers, books and magazines. So the location of the street vendors at Sungai Durian Market is on a road section which is the centre of busy traffic and is a strategic area in reaching consumers, thus making traffic conditions even more chaotic on that road section.

2. Research Methods

Qualitative descriptive research method. The research subjects consisted of the Head of the Sintang Regency Industrial Trade Cooperative and Small and Medium Enterprises Service, the Head of the Sintang Regency Civil Service Police Unit, and street vendors (PKL). Data collection techniques include interviews, observation, and documentation. Data analysis was carried out through qualitative descriptive analysis.

3. Results And Discussion

3.1 Analysis of the Implementation of Street Vendor Management (PKL) Policies

Policy formulation is a policy planning stage in policymaking. At the regional level, produce regional policies in the form of regulations. The implementation of the policy for managing street vendors is regulated based on regional regulations regarding the determination of the regional spatial plan for Sintang City. Regional regulations regarding the prohibition of building buildings on Wirapati Road, Durian River Terminal, Katamso Road on the edge of the Kapuas River, and Sugiono Road. Regional regulations regarding fees for building construction. Then the announcement letter from the Regent of Sintang regarding the prohibition on selling outside of places such as sidewalks and main roads in the Sintang District area. The policy for regulating street vendors, among other things, stipulates that every street vendor is required to have a location use permit and an identity card from the regent or an appointed official, and every street vendor is prohibited from carrying out business activities in places outside the designated location. The spirit of this regional autonomy policy. According to Badjuri and Yuwono (2003:181), regions are expected to be able to plan and implement public policies in accordance with their own regional needs.

The Sintang Regency Government has formally succeeded in establishing a regional policy relating to the regional plan for city spatial planning as well as the regent's decree regarding the prohibition on building construction and the placement of street vendors. However, if we examine the concept of policy planning, there are weaknesses, including the regional government's lack of consent to involve various parties in formulating the problems outlined in the regional regulations regarding RDTRK and the regent's decision to regulate street vendors. According to Moore (in Badjuri and Yuwono, 2003: 24-25), three dominant actors need to be involved in public policy, namely public actors, private actors, and civil society. Public actors consist of executive institutions and legislative institutions; private actors consist of pressure and interest groups; and civil society actors include NGOs, RT, RW, and local environmental groups that influence and are within reach of policy implications. must be considered in the public policy process. These regional regulations and regent's decrees are seen as still weak in the government's ability to build policy networks. By Badjuri and Yuwono (2003: 26-28), the policy network as a political management concept is, of course, how important it is to ensure that the public policy that will be made gets a positive response and support from interested parties. According to Moore in Badjuri and Yuwono (2003:30), there are five basic approaches to building policy networks, namely the entrepreneurial advocacy approach (support efforts), policy development, negotiation approach, public deliberation approach (social learning and leadership) and strategic communication approach.

Regarding the formulation of regional regulations and decrees of the Regent of Sintang Regency, there is a tendency to use the institutional model by Thomas R. Dye in Dwijowijoto (2003:109-110) that the policy formulation of the institutional model simply means that the task of making public policy is the government's

task. This model is the narrowest and simplest model in public policy formulation. According to Wibawa, this model approach has a weakness, namely that it ignores environmental problems where the policy is implemented in Dwijowijoto (2003: 110). The weakness of the formulation of Regional Regulations and Decrees of the Regent of Sintang Regency, namely that the survival style is more dominant, was quoted by Michael Mont Harmon as quoted by Irfan Islamy in his book entitled Principles of Formulating State Policy in Soenarko (2000: 159), which states that the survival style is the style of simply carrying out his duties so that in this way the formulator is free from obligations and cannot be considered as neglecting his obligations. In this case, decision-making does not, as stated by Winarno (1989: 59). What is meant by bargaining is mutual exchange with parties involved in the environment where the subject of the policy will be implemented by street vendors (PKL) and shop houses (RUKO). The intention of persuasion is to show the value of truth so that other street vendors accept it. The intended order concerns hierarchical relationships and interactions that bind people within the limits of their authority, namely the street vendor community as the policy target. The contents of the regional regulations and the regent's decree have not yet been described. 1. The interests affected by the policy (PKL); 2. The type of benefits that will be generated (the meaning of the prohibition on street vendors in the general interest of road users); 3. The degree of change desired (the beauty of urban planning); 4. The resources deployed by the civil service police. By Merilee S. Grindle in Dwijowijoto (2003:174-175), the content of the policy includes 1. the interests affected by the policy, 2. the type of benefits that will be generated, 3. the degree of change desired, 4. the position of the policymaker, 5. who is implementing the program, and 6. the resources mobilised.

3.2 Achievements of the Implementation of the Street Vendor Management Policy (PKL)

Policy implementation includes efforts at one time to change decisions into operations, as well as continuing efforts to achieve large and small changes determined by policy decisions (Winarno, 1989:65). Weaknesses in the implementation of the Regional Regulation and the Decree of the Regent of Sintang Regency in controlling street vendors are not yet supported by the role of communication between organisations and implementation activities, according to Donald Van Meter and Carl E. Van Horn in Winarno (1989:74), namely that implementation requires institutional mechanisms and procedures in providing technical assistance to subordinate officials (implementers) in implementing the policy in question. the failure to implement the regional regulation.

The direct or indirect impact on the implementation of regional regulations and the Sintang Regent's Decree is, among other things, influenced by communication factors, available resources, tendencies or behaviour, and bureaucratic structure (George E. Edwards III in Winarno, 1989: 88). Based on George's views. E. Edwards III, the failure to implement regional regulations and the Sintang Regent's Decree in controlling street vendors is still influenced by tendencies/behaviour factors and bureaucratic structure. The tendency/behaviour that can be observed is that the implementer does not have a strong feeling of wanting to implement the policy. From the bureaucratic structure factor, what can be observed as a weakness is that the implementers in the implementation do not have work procedures as a basic measure for implementing the policy. The decisions made are not supported by subordinate officials (implementers). Gross et al. in Winarno (1989:70) state that the role of implementers can be constructive. 1. Participation creates high staff enthusiasm as a supporter of successful implementation. 2. Participation creates great commitment influence change. 3. Participation creates clarity that is needed in implementation. 4. Participation will facilitate successful implementation. 5. Participation of subordinate officials in decision-making in order to produce consensus on objectives. The process of implementing regional regulations and decrees of the regent of Sintang Regency has not been supported by a leadership role as the key administrator of administration (Soenarko, 2000: 181) because the policy implementation process is a process that can be long and extensive achieve the policy objectives. In terms of controlling street vendors, the application of this policy is towards economically weak people creating their own jobs; this has a developing nature with developing needs and values. This awareness will lead to the approval, support and trust of the people, which is very important to show leadership in the process of implementing regional regulations and the regent's decisions. By Paul Hersey in Soenarko (2000:182-183), leadership in implementing command policies must be based on 1. Knowledge about people's behaviour in the past, 2. Estimates of people's attitudes and behaviour in the days to come, and 3. Knowledge about how to regulate and control people's behaviour. It seems that the behaviour of street vendors as a characteristic of business actors should be approached with the leadership pattern proposed by Paul Hersey. This approach should indeed be carried out continuously influence their behaviour towards the goal of making a policy regarding the placement of street vendors.

The implementation of the PKL structuring policy, as far as can be observed, is still low in approval, support and trust from PKL residents, as well as a lack of understanding by implementers regarding the conditions and awareness of the community who receive sanctions for violating the policy. This is still in line with what was stated by Soenarko (2000:186-187), namely that the factors for successful implementation of the policy are 1. approval, support and trust of the people (foster the participation of the people needed in implementing the policy). 2. The content and objectives of the policy must be clearly understood first. In order for the perception desired by policy formation to occur, 3. The implementer must have sufficient information, especially regarding the conditions and awareness of the people affected by the policy. 4. Effective division of work in implementation. 5. Rational distribution of power and authority in implementing the policy. Weaknesses in the implementation of the regional regulations and regent's decrees are that there is still low coordination of power and strategy of the actors involved in controlling street vendors, as well as low compliance and responsiveness of the street vendors. According to Merlee S Grindle (Dwijowijot, 2003:175), the implementation context is 1. Power, interests and strategies of the actors involved; 2. Characteristics of institutions and authorities; 3. Compliance and responsiveness. Weaknesses in implementing the policy for structuring street vendors are not being able to take into account the nature of the interests affected, the clarity of the benefits of the policy, the changes in behaviour required and the availability of implementing officials, as well as the condition of resource support in realising the Regent's decision optimally. Darwin (Paper on training in public policy techniques and management, postgraduate programme, master of public administration study programme, UGM, 16-28 July 2001) stated that in order for policies to be better implemented, it is deemed necessary to pay attention to 1. Nature of interests affected, 2. Clarity of benefits, 3. Changes in behaviour required, and 4. Implementing apparatus. 5. Resource Support.

The nature of the interests affected is deemed necessary to answer the question of whether a policy creates a conflict of interest in the street vendor community. Or are there parties who are harmed? Do all PKL members benefit from this programme? The refusal to move the placement of street vendors in Sungai Durian shows the failure of the Regent's decision. Clarity of benefits is actually important for the progress of society; therefore, programmes that do not provide direct benefits to society should be avoided. However, many programmes that are beneficial to community members are not clearly understood by the community. The expected behavioural changes in controlling street vendors are urgently needed. A policy will experience difficulties because it requires changes in behaviour from the target group, including changes in their beliefs and way of life. The change in behaviour that is required in the implementation of the Regent's decision from the PKL community group is to place importance on the beauty of city planning and the smoothness of road traffic. The implementation process requires the support of qualified implementing officials who have a high commitment to programme implementation. In this case, the implementing apparatus in question is that the role of the civil service police in securing a regional government policy in Sintang Regency has not been maximised.

Weaknesses in implementing the policy for structuring street vendors are also highlighted by the low level of coordination in policy implementation. Badjuri and Yuwono (2003:120-121) : First: coordination is carried out so that there is clarity of direction and objectives as well as the actions to be taken. Second: coordination fosters unity of actions and methods that will be used in implementing policies. Third: coordination makes this possible *sharing of information* from various policy-implementing agencies. Fourth: coordination will enable intensive participation and involvement from various elements and the public. Fifth: coordination makes it possible for a clear division of work to occur between policy implementers.

3.4. Authority and Models of Policy Making

The regional regulations and decree of the regent of Sintang Regency regarding the prohibition and control of street vendors at the Sungai Durian market have the advantage of the role of public actors, who are specifically actors who create and determine a policy. In this context, Badjuri et al. (2003: 24-25) stated that, among others, the actors involved in public policy consist of public actors, the first being an actor at the executive level by the Regent and the second being a legislative institution actor by the DPRD. The authority applicable regulations. Quoting the opinion of Thomas R. Dye (Winarno, 1989:2), public policy is whatever the government chooses to do or not to do. Robert Eyestono (Winarno, 1989:2) said that public policy is the relationship between a government unit and its environment. Thus, the nature of the policy for structuring street vendors as in the regional regulations and the decision of the Regent of Sintang Regency has advantages, including, as stated by Winarno (2003: 5), there are policy demands, there are policy decisions, there are policy statements, there are policy results and there are impacts from these policies. Because the policy is based on law and is authoritative, members of the public legally accept that the policy must be obeyed. The task of making public policy is the

government's task, and by Thomas R. Dye in Dwijowijoto (2003:109), there are three things that justify this approach, namely that the government is legitimate in making public policy, this function is universal, and indeed the government monopolises the coercive function in collective life.

4. Conclusions And Recommendations

Government policy as a regulation must be understandable by the residents (people) who have paid for it. Another thing is that the regional regulations of Sintang Regency which are stipulated contain certainty and contain the power to enforce them, so the conditions of these decisions can demand obedience and awareness from street vendors. For this reason, the implementing group must have a responsible nature and be committed to implementing the policy well. Implementing the policies of the Sintang Regency Regional Regulations and the Decree of the Regent of Sintang, any experience, no matter how bitter, is a positive input to improve the abilities, skills and professionalism of policy implementers, so that these failures must be used as positive capital to be used as material for improvement in the future. Suggestions need to be made that the implementation of the PKL structuring policy must be viewed by the implementer as a single design since the policy was drawn up. The conditions for successful implementation must take into account the conditions of the size of the target group and the expected behavioural impact and coordination of actions in implementation. availability of resources to support action in the field, and socialisation of the PKL structuring policy.

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